

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-19 (canceled).

- 1           20. (Currently amended)   A search system comprising:  
2                 a plurality of broadcast stations~~first transmitters~~, each configured to for  
3                 transmitting transmit unique information related to contents of a program through a channel  
4                 associated with the broadcast station~~that transmitter~~;  
5                         a first receiver for receiving the unique information related to the contents of the  
6                 program transmitted through a predetermined channel, the receiver coupled to a search  
7                 requesting device for sending a search request of the unique information transmitted through a  
8                 channel other than the predetermined channel; and  
9                         a searching system including  
10                                 a second receiver for receiving the unique information transmitted by the  
11                 plurality of broadcast stations ~~transmitters~~ through the respective channels and storing such  
12                 unique information in a storage device, the unique information comprising electronic program  
13                 guide (EPG) data for the plurality of broadcast stations, content data for various broadcast  
14                 suppliers, and user search history;  
15                         a connection to enable retrieval of data from a data broadcasting service of  
16                 each broadcast station;  
17                         a searching device coupled to the storage system device for searching the  
18                 storage system device and the data from the data broadcasting service in response to receipt of a  
19                 search request; and  
20                         a second-transmitter for transmitting information to the first receiver in  
21                 response to the search request, such information including information from the data  
22                 broadcasting service.

23                   wherein the search system is configured to provide service guide information of  
24                   the data broadcasting service of each broadcast station.

1                   21. (Currently amended)   A search system as in claim 20 wherein the first  
2 receiver displays search screen information transmitted by the ~~second~~-transmitter to thereby  
3 facilitate search requests from the first receiver.

1                   22. (Previously presented)   A search system as in claim 20 wherein the first  
2 receiver includes storage for storing a history of the unique information received and a system  
3 for transferring that history upon request.

1                   23. (Previously presented)   A search system as in claim 20 wherein the unique  
2 information includes program guide information about the contents of the programs.

1                   24. (Currently amended)   A search system as in claim 20 wherein the request  
2 from the search requesting device and the transmission of the ~~second~~-transmitter are conducted  
3 through a telephone line.

1                   25. (Currently amended)   A search system as in claim 20 wherein the request  
2 from the search requesting device and the transmission of the ~~second~~-transmitter are conducted  
3 through a communication network.

1                   26. (Previously presented)   A search system as in claim 20 wherein the  
2 searching system further includes an accounting system for collecting charge information  
3 payable based upon the searching requested.

1                   27. (Previously presented)   A search system as in claim 20 further comprising a  
2 trend information collecting system for collecting viewer trend information based upon the  
3 search requests.

1           28. (Currently amended)   A search system comprising:  
2                 a plurality of transmitting apparatuses, each having a transmitter for transmitting  
3                 unique information in relation to contents of a program through a channel for exclusive use  
4                 thereof;  
5                 a receiving apparatus including a first receiver for receiving the unique  
6                 information dependent upon contents of the programs transmitted, and a search requesting device  
7                 for requesting a search on the unique information transmitted through a channel other than that  
8                 predetermined channel; and  
9                 a search apparatus including  
10                 a second receiver for receiving the unique information;  
11                 a storage for storing all station electronic program guide information of  
12                 the programs and channels and for storing service guide information about data broadcasting  
13                 services for the channels;  
14                 a connection to enable retrieval of information of data from a data  
15                 broadcasting service of each channel;  
16                 a searching system for searching the storage upon receiving a request for a  
17                 search from the receiving apparatus, and a sending device for sending the content retrieved in  
18                 response to the search request, such content including information from the data broadcasting  
19                 service,  
20                 wherein the search system is configured to provide service guide information of  
21                 the data broadcasting service of each channel.

1           29. (Currently amended)   A search apparatus for receiving transmissions from  
2                 a plurality of transmitters, each transmitting unique information about contents of a program  
3                 through a channel associated with that transmitter, and for accepting a search request from a  
4                 receiving apparatus comprising:  
5                 a receiver for receiving the unique information about the contents of the programs  
6                 transmitted through the channels;

7                   storage for storing electronic program guide information and service guide  
8 information of all of the plurality of transmitters;  
9                   a connection to enable retrieval of information from a data broadcasting service of  
10 each channel;  
11                  a search system for searching the unique information stored in the storage receipt  
12 of a search request; and  
13                  a transmitter for transmitting content retrieved in response to the search request to  
14 the receiving apparatus, such content including information from the data broadcasting service,  
15                  wherein the search apparatus is configured to provide service guide information  
16 of the data broadcasting service of each channel.